



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

W K X Q 11-1-79

x W F R C (3-25-47)

x W M L S

Date first licensed 11-6-47

Call letters

ROCKINGHAM RADIO CORPORATION (eff. 6-30-80)

LOCATION: REIDSVILLE, NORTH CAROLINA

XTRAVIS BROADCASTING, INC. (AL gr 1/12/76 EFF: 2/6/76)

xWERC, INC. (AL 8-21-72; EFF: 10-1-72)

XStatesville Broadcasting Company, Inc. (AL 3-29-72 EFF: 4-27-72)

xROCKINGHAM BROADCASTING COMPANY, INC. (AL 11-23-66)

Name of licensee xPIEDMONT CAROLINA BROADCASTING COMPANY, INC.

On State Highway No. 87, 1.5 miles west of Reidsville,
 Transmitter location ... North Carolina (MP 2-6-47) (Lic. 11-6-47)

On State Highway No. 87, 1.5 mi. West of Reidsville, N. C. (Let. 5-9-55)
 x #18 Gilmer Street, Reidsville, N.C. (Lic. 11-6-47)
 Main studio location x To be determined, Reidsville, North Carolina (MP 2-6-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To- |
|---|--|--|--------------|-----------|-------------------------|
| B3-P-4164 | 10-4-46 | 1600 | 1kw* | U | |
| Order issued - CP for new station granted subject to filing MP for minimum operating power of 1kw and T site and *DA system which will not exceed specified radiation values. | | | | | |
| B3-P-4164 | 2-6-47 | 1600 | 1kw*1kw-LS | U | 4-6 10-6-47 |
| B3-MP-2339 | Mod. CP (4164) for approval of 1kw power day and night, install DA and approval of T site | | | | |
| BMP-2762 | 5-29-47 | Mod. CP (4164 as mod.) to change type of transmitter. | | | |
| BMP-3183 | 10-3-47 | Mod. CP (4164 as mod.) for extension of completion date. | | | 4-6 11-6-47 |
| BL-2752 | 11-6-47 | 1600 | 1kw*; 1kw-LS | U | 11-6 11-1-50 |
| BZ-2592 | Lic. to cover CP (4164 as mod) for a new station specify studio site and determine operating power by direct method. *DA-N | | | | |
| BR-1625 | 10-23-50 | 1600 | 1kw*1kw-LS | U | 11-1 11-1-53 |
| | | | *DA-N | | |
| BR-1625 | 10-7-53 | RENEWAL OF LICENSE | | | 11-1 12-1-54 |
| BR-1625 | 11-3-54 | Renewal of license | | | 12-1 12-1-57 |
| BR-1625 | 11-13-57 | Renewal of license | | | 12-1 12-1-60 |
| BR-1625 | 11-13-57 | 1600 | 1kw*DA-N | U | 12-1 12-1-60 |
| | 11-30-60 | Commission deferred action on renewal pending further consideration. | | | |
| BZ-4517 | 3-14-63 | 1600kc | 1kw-DA-N | U | 3-14 12-1-63 |
| BR-1625 | Authority to determine operating power by direct measurement of antenna power. (AND RENEWAL OF LIC.) | | | | |
| BR-1625 | 3-16-64 | Renewal of License | | | 3-16 12-1-66 |
| BR-1625 | 11-18-66 | Renewal of License | | | 12-1 12-1-69 |
| BAL-5882 | 11-23-66 | Voluntary assignment of license to ROCKINGHAM BROADCASTING COMPANY, INC. | | | |
| TELEGRAM | 10-17-67 | PSA | 500w | | |
| BR-1625(L) | 10-15-70 | RENEWAL & NDEA | | | 12-1-72 |
| BAL-7532 | 3-29-72 | VOL. AL | EFF: | 4-27-72 | |
| EBSA | 5-25-72 | | | | |
| BAL-7611 | 8-21-72 | Vol. AL | EFF: | 10-1-72 | |

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W F R C

Station location

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To- |
|---------------------------|----------------|-----------------------|-----------------------------|--------------|---------------------|
| BR-1625(L) | 12-6-72 | RENEWAL | | | 12-1-75 |
| BS-1625(L) | 10-25-74 | chg direction | | antenna | sys (p.2) |
| B/R-1625(S.) | 11-19-75 | Renewal | | | 12-1-78 |
| BAL-8539 | 1/12/76 | Vol AL | EFF: 2/6/76 | | |
| BTC790621FC | 8-31-79 | VOL. TC | | EFF: | 9-7-79 |
| BR-780731UA BZ-9783(L) | 8-8-79 | Renewal | of License and Modification | | 12-1-81 |
| ZPSA | 11-1-79 | chg. call | | | |
| LD 4-14-80 | 6-30-80 | LICENSEE NAME CHANGED | | | |

APPLICATION RECORD - BROADCASTING

Call

Letters New WMLSName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

(P.O. c/o Harold T. Williams, Reidsville Furn. Co., Reidsville, N.C.)

| File No. | Dated | Application for | Action | |
|------------------------------|----------------------|---|--|------|
| | | | Nature | Date |
| B3-P-4164 Rec'd | 10-15-45 10-19-45 | Construction Permit for a new standard broadcast station to be operated on: Frequency: 1600 kc Power: 500w - 1kw -LS- 1kw DA-N Hours of Operation: Unlimited time Trans. Location: On U.S. Highway 158, 2 mi. N.W. of Reidsville, N. C. Studio Location: To be determined, Reidsville, N. C. (Filed by Frank U. Fletcher, Atty.; Paul A. de Mars, Engr.) | DOCKET NO. 6833 GRANTED AFTER HEARING ORDER B-251 10-4-46 granted for <u>1kw day and night</u> subject to filing MP for 1kw minimum power and T site and DA system which will not exceed specified radiation values - Order issued Issued with MP-2339 | |
| (See Card 2 a for amendment) | | | | |

W.E. 443-A-1 Transmitter

APPLICATION RECORD - BROADCASTING

#2

Call W F R C
Letters x W M L SName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

| File No. | Dated | Application for | Action | |
|------------------------------|----------------------------------|---|---------|--------|
| | | | Nature | Date |
| B3-MP-2339 Rec'd Filed | 11-18-46 11-20-46 11-20-46 | Modification of Construction Permit (B3-P-4164, which authorized a new standard broadcast station) for approval of 1kw power day and night, installation of directional antenna for night use and approval of transmitter location at 1.5 miles west of the city of Reidsville, on State Highway #87, Reidsville, N. C. Frank W. Fletcher, Atty Paul A. DeMars, Engr. | GRANTED | 2-6-47 |

APPLICATION RECORD - BROADCASTING

Card 2 a

Call W F R C
Letters W M L SName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

| File No. | Dated | Application for | Action | |
|---------------------------|-------------------------------|--|----------------------------|------|
| | | | Nature | Date |
| BP-4164) | continued from | Card #2 | | |
| AMENDED Recd. Filed | 9-30-46 10-2-46 10-7-46 | AMENDED to change power <u>from</u> 500w lkw LS <u>to</u> lkw; install DA at night using non-directional day and change transmitter location <u>from</u> On U.S. Highway 156, 2 mi. NW of Reidsville, N.C. <u>to</u> On State Highway No. 87 approx. 1.5 miles west of the City of Reidsville, N. C. | <i>Amendment not filed</i> | |

APPLICATION RECORD - BROADCASTING

#3

Call

Letters W F R CName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

| File No. | Dated | Application for | Action | |
|----------------------------|-------------------------------|---|-------------------------------|---------|
| | | | Nature | Date |
| BMP-2762 Rec'd Filed | 5-10-47 5-13-47 5-13-47 | Mod. of C.P. (B3-P-4164, as mod., which authorized a new standard broadcast station) to change type of transmitter (Raytheon RA-1000) | GRANTED | 5-29-47 |
| BMP-3183 Rec'd Filed | 9-25-47 9-26-47 9-26-47 | Mod. of C.P. (B3-P-4164, as mod., which authorized a new standard broadcast station) for extension of completion date from 10-6-47 <u>to</u> 11-6-47. | GRANTED GRANTED | 10-3-47 |

APPLICATION RECORD - BROADCASTING

Call
Letters W F R CName PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

| File No. | Dated | Application for | Action | |
|---------------------------|----------------------------------|---|---------|----------|
| | | | Nature | Date |
| EL-2752 Rec'd Filed | 10-11-47 10-14-47 10-14-47 | License to cover C.P. (BZ-P-4164, as mod.,) which authorized a new standard broadcast station and specify studio location as #18 Gilmer Street, Reidsville, North Carolina, and | GRANTED | 11-6-47 |
| BZ-2592 Rec'd Filed | 10-11-47 10-14-47 10-14-47 | Authority to determine operating power by direct measurement of antenna power. (Frank U. Fletcher, Atty.) | | |
| BR-1625 Rec'd | 8-24-50 8-28-50 | Renewal of license <i>See memo</i> | Granted | 10-23-50 |
| BR-1625 Rec'd Filed | 7-21-53 7-22-53 7-22-53 | Renewal of License | GRANTED | 10-7-53 |

APPLICATION RECORD - BROADCASTING

Call Letters W F R C

Name PIEDMONT CAROLINA BROADCASTING COMPANY, INC.

| File No. | Dated | Application for | Action | |
|---|--|--|---|---|
| | | | Nature | Date |
| BR-1625 Rec'd. Filed | 7-23-54 7-26-54 7-26-54 | Renewal of License | GRANTED | 11-3-54 |
| BR-1625 Rec'd Filed | 8-23-57 8-26-57 8-26-57 | Renewal of license. | GRANTED | 11-13-57 |
| BR-1625 Rec'd Resub. Rec'd & Filed | 8-15-60 8-16-60 9-24-60 9-26-60 | Renewal of license | RETURNED Appl. signed by Manager GRANTED (Issued with BZ-4517) | 9-22-60 3-14-62 |
| BZ-4517 Rec'd Resub. R. & F. | 8-7-61 8-8-61 9-1-61 9-5-61 | Authority to determine operating power by direct measurement of antenna power. | RETURNED Sections not filed. Signed by Manager. GRANTED (ISSUED WITH RENEWAL) GRANTED | 8-29-61 3-14-62 10-30-61 3-14-62 |

APPLICATION RECORD - BROADCASTING

Call
Letters W F R C

Name **Rockingham Broadcasting Company, Inc.**
*** PIEDMONT CAROLINA BROADCASTING COMPANY, INC.**
Reidsville, North Carolina

| File No. | Dated | Application for | Action | |
|---|---|--|---------|----------|
| | | | Nature | Date |
| BR-1625 Rec'd Filed | 8-12-63 8-14-63 8-14-63 | Renewal of license | GRANTED | 3-16-64 |
| BR-1625 R & F ----- | 8-11-66 8-17-66 | Renewal of license Atty- Mallyck & Bernton | GRANTED | 11-18-66 |
| HAL-5882 R & F | 8-11-66 9-26-66 | Voluntary assignment of license to ROCKINGHAM BROADCASTING COMPANY, INC. Atty - Mallyck & Bernton | GRANTED | 11-23-66 |
| BR-1625 R & F #539643 \$75 PN Press | 8-15-69 9-2-69 8-18-69 SEP 23 1969 | Renewal of license AMENDED 11-18-69 re: commercial matter, balance sheet & business interests AMENDED 6-9-70 re: engineering exhibits | GRANTED | 10-15-70 |

APPLICATION RECORD - BROADCASTING

1600kc

Call
Letters W F R C

Name W F R C, INC.
X Statesville Broadcasting Company, Inc.
X ROCKINGHAM BROADCASTING COMPANY, INC.
Reidsville, North Carolina

| File No. | Dated | Application for | Action | |
|---|---|--|--|--------------------|
| | | | Nature | Date |
| BZ-7622 R & F DM PRESS | 6-4-70 6-9-70 8-25-70 AUG 28 1970 | Direct Measurement. | Granted | 10-15-70 |
| BAL-7532 R & F FEE PD: \$250.00 #047983 CODE 053 (Form 316) MAR 14 1972 | 1-25-72 3-6-72 | Voluntary assignment of license to STATESVILLE BROADCASTING COMPANY, INC. Mallyck & Bernton - Atty. (SEE OVER) | GRANTED EFF: | 3-29-72 4-27-72 |
| BAL-7611 R & F FEE PD: \$1000 #078787 CODE 047 Pub. notice filed 7-31-72 | 5-25-72 6-1-72 JUN 21 1972 | Voluntary assignment of license to W F R C, INC. Atty for assignor - Mallyck & Bernton For assignee - Stambler & Shrinsky (SEE OVER) | GRANTED Req. grant fee \$5,000.00 EFF: Paid: \$2,500, 048, 10-12-72 Paid: \$2,500, 048, 11-13-72 W 117786 W 126883 | 8-21-72 |

APPLICATION RECORD - BROADCASTING

TRAVIS BROADCASTING, INC.

Call
Letters W F R C

Name xWFRC, Inc.

REIDSVILLE, NORTH CAROLINA

| File No. | Dated | Application for | Action | |
|--|-------------------------|--|----------------------------|---|
| | | | Nature | Date |
| BR-1625 R & F PN Recd. PRESS | 8-2-72 9-5-72 " | RENEWAL OF LICENSE | GRANTED | 12-6-72 |
| SEP 19 1972 | | | | |
| BR-1625 R & F PN Recd. PRESS | 7-28-75 7-30-75 " | RENEWAL OF LICENSE Jason L. Shrinsky, Atty. AMENDED 10-10-75 re: demographic study of area | GRANTED | 11-19-75 |
| AUG 19 1975 | | | | |
| BAL-8539 R & F FEE PD: \$200 # 490008 CODE 047 NOV 10 1975 PN filed | 10-17-75 10-20-75 | Voluntary assignment of license to TRAVIS BROADCASTING, INC. Atty - Stambler & Shrinsky, P.C. AMENDED 10-22-75 - replacement schedule (Exh.B) | GRANTED EFF: FEE REQ | 1/12/76 2/6/76 Pd 3/19/76 W 542905 |

RE: PAL-8539 - ATTY WAS CALLED (11-7-75 - Proj. bal. sheet
not filed(exh.1) & Exh.7 re comm. needs & problems; Exh.11?
AMENDED 11/13/75 - Include balance sheet; community needs
public survey & EEOP

AMENDED 12-23-75 - statement re financing

#9

APPLICATION RECORD - BROADCASTING

1600khz.

Call W F R C
Letters

Name TRAVIS BROADCASTING, INC.
Reidsville, North Carolina

| File No. | Dated | Application for | Action | |
|--|----------------------------------|---|--------------------------------|-------------------|
| | | | Nature | Date |
| BR780731UA R & F PRESS | 7-16-78 7-31-78 AUG 7 1978 | RENEWAL OF LICENSE Atty: James M. Weitzman | GRANTED Issued with BZ-9783 | 7-16-79 |
| BTC 790621FG FORM 315 PRESS: JUL 9 1979 PNfiled | 7/25/79 | Vol TC from Charles C. Travis and Jessica F. Travis to James E. Casto, William J. Baird III, Frank Justice, et al (9 stockholders) Atty for transferor - Stambler & Shrinsky for transferee - Miller & Fields (over) | GRANTED EFF: | 8-31-79 9-7-79 |

AMENDED 6-26-79 re: changes in stockholdings
BTC/FG RE: Sec. I page 2 & 4, Ownership report

AMENDED 7-12-79 re: ascertainment data

AMENDED 8-8-79 re: proposed programming

AMENDED 8-20-79 re: descrip. of trans.; Guaranty Agree;
and SBA loan guaranty & amend. to term loan agree.

AMENDED 8-23-79 re: financial data; bank ltrs. and guar-
anties and commitments to loan assumption

APPLICATION RECORD BROADCASTING

WKXQ 1600khz
Call Letters: WKXQ

#10

ROCKINGHAM RADIO CORPORATION

Name: XTRAVIS BROADCASTING, INC.

Station Location: Reidsville, North Carolina

| File No. | Date | Description | Action and Date |
|---|------------------------|---|--|
| BZ-9783 R & F DM PRESS JUL 20 1979 | 5-25-78 4-30-79 | Direct Measurement Atty: James M. Weitzman(Stambler & Shrinsky) | GRANTED 8-8-79 issued with RENEWAL |
| LETTER DATED PRESS (0) | 4-14-80 JUN 19 1980 | Filed by Mark E. Fields Request to change Name of Licensee to: ROCKINGHAM RADIO CORPORATION. | GRANTED 6-30-80 |

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

